

## Electronic Patent Application Fee Transmittal

|  |  |                 |               |                             |
|--|--|-----------------|---------------|-----------------------------|
| <b>Application Number:</b>                     | 10644651                                       |                 |               |                             |
| <b>Filing Date:</b>                            | 20-Aug-2003                                    |                 |               |                             |
| <b>Title of Invention:</b>                     | Marketing system based on customer preferences |                 |               |                             |
| <b>First Named Inventor/Applicant Name:</b>    | Stephen F. Mase                                |                 |               |                             |
| <b>Filer:</b>                                  | Bridget M. Hayden/Brett Campbell               |                 |               |                             |
| <b>Attorney Docket Number:</b>                 | 14491.01                                       |                 |               |                             |
| Filed as Small Entity                          |  |                 |               |                             |
| <b>Utility under 35 USC 111(a) Filing Fees</b> |  |                 |               |                             |
| <b>Description</b>                             | <b>Fee Code</b>                                | <b>Quantity</b> | <b>Amount</b> | <b>Sub-Total in USD(\$)</b> |
| <b>Basic Filing:</b>                           |  |                 |               |                             |
| <b>Pages:</b>                                  |  |                 |               |                             |
| <b>Claims:</b>                                 |  |                 |               |                             |
| <b>Miscellaneous-Filing:</b>                   |  |                 |               |                             |
| <b>Petition:</b>                               |  |                 |               |                             |
| <b>Patent-Appeals-and-Interference:</b>        |  |                 |               |                             |
| <b>Post-Allowance-and-Post-Issuance:</b>       |  |                 |               |                             |
| <b>Extension-of-Time:</b>                      |  |                 |               |                             |

| Description                       | Fee Code | Quantity | Amount | Sub-Total in USD(\$) |
|-----------------------------------|----------|----------|--------|----------------------|
| <b>Miscellaneous:</b>             |          |          |        |                      |
| Request for continued examination | 2801     | 1        | 405    | 405                  |
| <b>Total in USD (\$)</b>          |          |          |        | <b>405</b>           |